

ABSTRACT

Problems in politics especially in the presidential election, the governor, down to the local level and vice-regent is something that always happens in this country. Film "Fart" trying to criticize the local elections is one of the events and the political process in this country. The theory used to study the problem in this research is semiotics theory of Ferdinand de Saussure theory of power. The purpose of this research is to know the signs that are used to convey the message communicator is the meaning of social criticism about the local elections and reveal the ideology behind the making of this film. The method used by the authors is a qualitative method that starts by the data and finish to conclusions. Authors use 5 formulas to test the validity of the data in this research that who is communicator, communicator motivation, physical and social context, intertextuality, and scientific exploration of author. In this research, the authors found the meaning of social criticism about the local elections in this film. The meaning of the message that is displayed in this film shows us about the selection process is done using methods that "dirty" in violation of laws, rules and moral values and religion in this country. Money politics which often results in the local elections are portrayed in this film has been transformed into various forms. Bureaucracy was a gap to gain power through a variety of cheating. In addition, community mental weak as a result of very low economic level too easily exploited by those seeking power. The film is trying to show us about the relationship between one party to the other party. The cause of the chaos that plagued the country is not only located at a party, but had penetrated to the various parties involved in the political process of this power is the power seekers, the people and the government and its agents. Aria Kusumadewa as a communicator in the film is trying to criticize the government and also the people in this country who have a close relationship in imbalance or disorder caused all this. Ideology delivered communicator in the film is the position of the leader in this country like a merchandise and politics is a very lucrative market for those who have the capital and the interests in it.